WHAT IS CLAIMED IS:

5

     1. A product information brokerage system for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the system comprising:

10   a user information storage unit for storing user attribute information and user-owned product information;

     a product information storage unit for storing product information;

15   a product information providing unit for providing users with information related to the products owned by users based on the product information; and

     a user information providing unit for

20 providing user information to manufacturers of the products owned by users based on the user attribute information and user-owned product information.

25

     2. The product information brokerage system as claimed in claim 1, further comprising a user information registration unit that requests

30 user attribute information only when necessary.

35   3. The product information brokerage system as claimed in claim 1, further comprising a repair information brokerage unit that provides a

manufacturer with a user request for repair of a
user-owned product based on the product information
storage unit.

5

        4.   The product information brokerage
system as claimed in claim 1, further comprising an
10   advertisement brokerage unit that provides
advertisements to users based on the user
information storage unit in response to requests
from manufacturers to supply such advertisements.

15

        5.   The product information brokerage
system as claimed in claim 1, further comprising:
20   a parts information storage unit for
storing parts information linked to the product
information; and
             a parts information selection unit for
selecting parts information related to the user-
25   owned products from the parts information stored in
the parts information storage unit.

30

        6.   The product information brokerage
system as claimed in claim 1, further comprising a
product information selection unit for selecting
information about products of a same category as the
35   products owned by the users from the product
information stored in the product information
storage unit.

5   7.   The product information brokerage
system as claimed in claim 1, further comprising:
           an after-sale service information storage
unit for storing after-sale service information; and
           an after-sale service information selection
10 unit for selecting after-sale service information of
a plurality of manufacturers related to products of
a same category from the after-sale service
information storage unit.

15

           8.   A product information brokerage method
for mediating between a plurality of users and a
20 plurality of manufacturers via an electronic network,
the method comprising the steps of:
           processing information related to user-
owned products; and
           providing user requests for repair of user-
25 owned products to manufacturers based on pre-stored
product information provided by the plurality of
manufacturers.

30

           9.   A product information brokerage method
for mediating between a plurality of users and a
plurality of manufacturers via an electronic network,
35 the method comprising the step of outputting
information about parts related to products owned by
users based on pre-stored product information of a

plurality of manufacturers and on parts information
of a plurality of manufacturers linked to the
product information.

5

10. A product information brokerage method
for mediating between a plurality of users and a
10 plurality of manufacturers via an electronic network,
the method comprising the steps of:
processing information related to user-
owned products; and
outputting information about products of a
15 same category as the products owned by users based
on pre-stored product information provided by the
plurality of manufacturers.

20

11. A processor-readable medium storing a
product information brokerage program for mediating
between a plurality of users and a plurality of
25 manufacturers via an electronic network, the program
comprising:
a first program code means for causing a
computer to store user attribute information and
user-owned product information;
30 a second program code means for storing
product information; and
a third program code means for providing
information about users of the manufacturers'
products to the manufacturers.

35

12. A product information brokerage method
for mediating between a plurality of users and a
plurality of manufacturers via an electronic network,
5 the method comprising the steps of:
     causing a computer to store user attribute
information and user-owned product information;
     storing product information;
     providing users with product information
10 related to products owned by the users; and
     providing information about users of the
manufacturers' products to the manufacturers.

15

13. A computer-implemented method for
mediating between a plurality of users and a
plurality of manufacturers via an electronic network,
20 the method comprising the steps of:
     processing information related to user-
owned products; and
     providing user requests for repair of user-
owned products to manufacturers based on pre-stored
25 product information provided by the plurality of
manufacturers.

30
     14. A computer-implemented method for
mediating between a plurality of users and a
plurality of manufacturers via an electronic network,
the method comprising the step of outputting
35 information about parts related to products owned by
users based on pre-stored product information of a
plurality of manufacturers and on parts information

of a plurality of manufacturers linked to the
product information.

5

        15. A computer-implemented method for
mediating between a plurality of users and a
plurality of manufacturers via an electronic network,
10   the method comprising the steps of:
        processing information related to user-
owned products; and
        outputting information about products of a
same category as the products owned by users based
15   on pre-stored product information provided by the
plurality of manufacturers.

20
        16. A computer-implemented method for
mediating between a plurality of users and a
plurality of manufacturers via an electronic network,
the method comprising the steps of:
25   causing a computer to store user attribute
information and user-owned product information;
        storing product information;
        providing users with product information
related to products owned by the users; and
30   providing information about users of the
manufacturers' products to the manufacturers.

35
        17. A computer specially configured by
executing program code stored on a computer-usable

media for mediating between a plurality of users and
a plurality of manufacturers via an electronic
network, the program code including:

5   computer-readable program means for
processing information related to user-owned
products; and

          computer-readable program means for
providing user requests for repair of user-owned
products to manufacturers based on pre-stored

10   product information of a plurality of manufacturers.

15   18. A computer specially configured by
executing program code stored on a computer-usable
media for mediating between a plurality of users and
a plurality of manufacturers via an electronic
network, the program code including a computer-

20   readable program for outputting information about
parts related to products owned by users based on
pre-stored product information of a plurality of
manufacturers and on parts information of a
plurality of manufacturers linked to the product

25   information.

30   19. A computer specially configured by
executing program code stored on a computer-usable
media for mediating between a plurality of users and
a plurality of manufacturers via an electronic
network, the program code including:

35   computer-readable program code means for
processing information related to user-owned
products; and

computer-readable program code means for
outputting information about products of a same
category as the products owned by users based on
pre-stored product information provided by the
5   plurality of manufacturers.

10   20. A computer specially configured by
executing program code stored on a computer-usable
media for mediating between a plurality of users and
a plurality of manufacturers via an electronic
network, the program code including:
15   computer-readable program code means for
causing a computer to store user attribute
information and user-owned product information;
            computer-readable program code means for
storing product information;
20   computer-readable program code means for
providing users with product information related to
products owned by the users; and
            computer-readable program code means for
providing information about users of the
25   manufacturers' products to the manufacturers.